

CROSLLEY RADIO WEEKLY AND WLW PROGRAMS CINCINNATI

VOL. V. NO. XXIII.

Published By The Crosley Radio Corporation

JUNE 7, 1926

Crosley Radios Are Being Sold In Many Offices In Dallas

Texas Dealer Increases Business by Installing Sets for Men Who Listen to Baseball Returns.

By exerting "just a little more energy and concentrating his efforts on the Crosley line," to use his own words, H. D. Johnson, of Dallas, Texas, actually is increasing his radio business while his competitors are sitting back and complaining about the "off season," the "Summer slump," etc. Mr. Johnson, proprietor of the Radio Shop, on West Main Street, Dallas, has sold forty-five of the new four and five tube Crosley radios since he became an authorized Crosley dealer on March 6th. In addition to this, he has sold approximately 50 Musicones and a large number of "Pup" sets, which he merchandises in a manner that should attract the attention of every Crosley dealer.

This Dallas dealer accepted a suggestion made some time ago in the Crosley Radio Weekly in regard to the employment of salesmen on a commission basis, and sent forth a crew of young men with instructions to canvass every office building in Dallas. These men carried Crosley "PUPS" with them and were welcomed by both men and women who were glad to let them demonstrate the manner in which these little sets would permit them to "listen in" on baseball returns.

Dallas is not the least bit different from other cities. In other words business men everywhere will grasp the opportunity of sitting in their offices during Summer afternoons and listening to the baseball returns and other news reports. Dealers in practically every city can dispose of a large number of Crosley radios by adopting the methods used by this Dallas merchant, providing they "step on the gas" and let the thousands of prospective radio buyers know they have something to sell.

Clyde Wallis, of the Dallas Chamber of Commerce, is one of the many who have purchased "PUP" sets from Mr. Johnson. He is very enthusiastic about his radio and enjoys being able to sit at his desk and listen to the baseball returns

(Continued on Page 4)

Greater Response To Desirable Signals And Less To Undesirable Ones Obtained By Use Of Crescendon In Crosley Radios

Crescendon control of volume on incoming signals of distant broadcasting station, with a building up of the weaker signals to a point where they may be clearly heard, is one of the features of the new four tube portable radio sets made by The Crosley Radio Corporation.

Through the use of this little device, the static signal ratio is cut down and daylight reception in Summer greatly improved, especially with distant broadcasting stations, because the weaker signals are built up more than the stronger ones.

More response to the wanted signals and less to the unwanted ones may be had through the use of the Crescendon. This little device also makes the set tune sharper, a fea-

ture to be desired while so many broadcasting stations are crowded into the narrow band of wavelengths.

Weak signals need a lot of amplification to be heard and the engineers who developed this device claim it acts like the addition of one or more additional tubes of radio-frequency amplification.

The Crescendon acts entirely different, in comparison, from an auto, for when real power is needed when climbing a hill and the motor is struggling to reach the maximum of efficiency, it can give but 70% service, while the little radio device performs best when the signals are the weakest and gives nearly 100% efficiency when needed. It is like a sort of super-charger to a motor.

Excellent Programs Are Being Prepared For Summer Entertainment Of Listeners; Great Benefits Seen In Use Of High Power

Instead of merely "carrying on" in the usual fashion during the Summer months, the broadcasting stations throughout the United States are completing plans for programs that will excel in quality any ever heard by radio listeners. Entertainments of various nature are being prepared for the enjoyment of all classes of people and it is certain that listeners will be able to tune in any type of program they desire on any evening during the warm nights that are ahead of us.

The quality of radio programs is being improved daily, the various studio directors striving continually to broadcast better programs than those coming from the other stations. This competition among those who prepare the entertainments is resulting in the broadcasting of exceptionally high class programs.

Use of higher power by owners of broadcasting stations is resulting in the radio waves crashing through various types of interferences, making reception many times more pleasant than it was in former years. In addition, the waves are covering a vastly wider range, thereby permitting persons

in remote sections to enjoy the programs.

Then, too, there are the refinements that have been made in receiving sets and loud speakers since last Summer. Improvements made here and there have brought about changes beneficial to the listener and have made it possible to obtain almost perfect reception even when atmospheric conditions are most troublesome.

Indications are that this will be a great radio Summer. Listeners are realizing the importance of the gains made by manufacturers in combatting interferences and are recognizing the importance of keeping their receiving set in operation twelve months in the year. It is true that people spend more time out of doors during the summer than in the winter but there are plenty of receiving sets which can be taken wherever the person operating them chooses to go and many simple attachments which enable those who do not care to move their sets out of their homes to take their loud speakers, connected with their receivers, to virtually any place on their piazzas, lawns or gardens.

Crosley Again Hits Bull's Eye With New Units, Jobber Says

Musicconsole and 4-29 Portable Excellent Summer Sellers—Should Occupy Prominent Places in the Stores.

In the new Crosley Musicconsole and four tube 4-29 Portable, Crosley dealers have very excellent Summer sellers for which there is certain to be a tremendous demand. They "hit the bull's eye," as one distributor said in telegraphing his order for the new merchandise, and give to the dealers something new to talk about; something new to sell.

The Musicconsole will be welcomed by every radio owner. It is so attractive to the eye and the Crosley Musicone, which is built in the cabinet, is so pleasing to the ear that listeners are bound to recognize in it something better than has ever been offered to them. There is a touch of refinement that is found in very few radio loud speaker cabinets—something that appeals immediately to the radio listener who is particular about the appearance of his set. The housewife is certain to admire the Musicconsole and to purchase it in order to improve the looks of what she now regards as a conglomeration of batteries and wires. The most fastidious listener will buy it because of the remarkable qualities of the well-known Musicone as well as the beauty and charm that the cabinet adds to the room.

These very attractive Musicconsoles should occupy a prominent position in the store of every Crosley dealer. Advertising literature in which they are featured should be mailed to every person whose name the dealer can obtain. These circulars are being printed now and will be ready for distribution within a few days. We suggest that you write immediately for all you can use in circularizing lists you can obtain from telephone books, directories, etc. If this does not bring the customers into your stores, it is up to you to go and get them. Selling the Musicconsoles will be a very easy task, providing your customers know you are offering such an attractive unit.

In addition to the Musicconsole, (Continued on Page 4)

Crosley WLW Programs Week of June 6, 1926

WLW Program The Crosley Radio Corporation, Cincinnati, Ohio. 422.3 Meters—710 K. C. Sunday, June 6th, 1926 Eastern Standard Time.

- 9:30 A. M.—Sunday School conducted by the Editorial Staff of Sunday School Publications of the Methodist Book Concern.
- 10:30 A. M.—Weather Forecast and River Stages.
- 10:45 A. M.—Morning Worship from the Seventh Presbyterian Church, Madison and Clewview Aves. Jesse Halsey, Minister Dan Beddoe, Soloist Adolph H. Stadermann, organist Prelude—"Pilgrim's Chorus" Doxology Salutation The Lord's Prayer Gloria Organ Interlude Duet—"My Song Shall Be Always Thy Mercy" Mendelssohn Miss Clark, Mr. Beddoe Scripture Lesson Hymn Pastoral Prayer Chimes Announcements Offertory—"Cantabile" Field Solo—"How Long Wilt Thou Forget Me?" Pfueger Mr. Beddoe Prayer Sermon Hymn Communion Service Benediction Gloria Postlude
- 7:30 P. M.—Services of the First Presbyterian Church of Walnut Hills; Dr. Frederick MacMillan, Minister.
- 8:30 P. M.—Concert by the Crosley Evening Orchestra, directed by William J. Kopp. 1. Overture "Orange Blossoms" Herbert 2. Waltz Motifs from "The Miracle" Humperdink 3. Selection—"Il Trovatore" Verdi 4. "Woodland Whispers" (Characteristic) Von Blon 5. Airs from "Mlle. Modiste" Herbert 6. Overture—"The Call of Bagdad" Boieldieu 7. Serenade—"Espagnole" Albeniz 8. Finale—"Floradora" Stuart Soloist: Christine Colley, violinist. (The Baldwin Piano)

WLW Program The Crosley Radio Corporation, Cincinnati, Ohio. 422.3 Meters—710 K. C. Monday, June 7th, 1926 Eastern Standard Time.

- 8:30 A. M.—"Top of the Mornin' Chat" with Cheerio.
- 10:00 A. M.—Weather Forecast, River Stages, and Official Police Bulletin.
- 11:00 A. M.—Market Reports.
- 11:55 A. M.—Weather Forecast and Correct Time.
- 12:05 P. M.—Religious Services conducted by Rev. George H. Kase.
- 1:30 P. M.—Business Reports.
- 3:00 P. M.—Market Reports.
- 4:30 P. M.—Official Police Bulletin.
- 6:50 P. M.—U. S. Market Reports. Weather Forecast and Baseball Scores.
- 7:00 P. M.—Dinner Concert from the Hotel Gibson Florentine Room, orchestra directed by Robert Visconti.
- 7:30 P. M.—Theatrical feature.
- 7:40 P. M.—Continuation of Hotel Gibson Concert.
- 8:00 P. M.—Crosley Salon Orchestra. Soloists: Margaret Onim, pianist Carol Singers

- "What Listeners Want Program"
- 1. Overture: "The Call of Bagdad" Boieldieu
- 2. Group: (a) An Album Leaf Wagner (b) Egyptian Ballet (second movement) Luigini (c) Dance of the Hours (La Gioconda) Ponchelli
- 3. Selection "Italian Panorama" arr. by Langey
- 4. Group: (a) Love's Greeting (Salut D'amour) Elgar (b) Chaconne Durand (c) O Sole Mio De Capua (d) Humoresque Dvorak (e) Song of the Volga Boatman (Russian Melody)
- 5. Finale: Excerpts from "The Dream Girl" V. Herbert (The Baldwin Piano)

WLW Program The Crosley Radio Corporation, Cincinnati, Ohio. 422.3 Meters—710 K. C. Tuesday, June 8th, 1926 Eastern Standard Time.

- 8:30 A. M.—"Top of the Mornin' Chat" with Cheerio.
- 10:00 A. M.—Weather Forecast, River Stages, and Official Police Bulletin.
- 11:00 A. M.—Market Reports.
- 11:55 A. M.—Weather Forecast and Correct Time.
- 12:10 P. M.—Noon Concert from Hotel Gibson; orchestra directed by Robert Visconti.
- 3:00 P. M.—Market Reports.
- 4:00 P. M.—Sermon by Rev. Henry C. Koch of St. Paul's Evangelical Church, College Hill.
- 4:10 P. M.—French Lesson by Madame Ida Telmipidis.
- 6:30 P. M.—"Piano Memories", by Mary Louise Wosieczek, Crosley Piano Request Lady. Dvorak Beethoven's "Walden" Schumann Norwegian Dance Grieg Valse Lente Schuetz Pas Des Amphores (Air de Ballet) Chaminade Chant Sans Paroles Tschalkowsky Mazurka Meyer-Helmund
- 6:50 P. M.—Weather Forecast, Market Reports. Special Program from the Hotel Gibson Roof Garden in Honor of the Fourth Annual Convention and Banquet of Distributors of Crosley Radios and Musicones.
- 7:00 P. M.—Dinner Program by Robert Visconti's Hotel Gibson Orchestra.
- 7:30 P. M.—Baseball Scores.
- 8:00 P. M.—Vaudeville hour, featuring the following artists: Norrine Gibbons Priscilla Holbrook Larry Grueter, piano accordion The Latonia Melody Boys, Carol Burdicks and Elmer Brennan Clifford Lang, pianist
- 8:50 P. M.—Talk by Mr. Powell Crosley, Jr., President of The Crosley Radio Corporation.
- 9:00 P. M.—Concert Program sponsored by the Formica Insulation Company. The Formica Symphony Orchestra—William C. Stoess, Director. 1. March: "The Stars and Stripes Forever" Sousa 2. Overture: "William Tell" Rossini 3. Selections from "Blossom Time" Schubert-Komberg 4. Descriptive: "Pastimes on the Levee" (The Darkies Jubilee) Turner 5. Popular musical comedy hits: a. "Who" (Sunny) Kern b. "It Must Be Love" (Merry, Merry) Archer c. "Lantern of Love" Castles in the Air Wenrich

WLW Program The Crosley Radio Corporation, Cincinnati, Ohio. 422.3 Meters—710 K. C. Thursday, June 10th, 1926 Eastern Standard Time.

- 8:30 A. M.—"Top of the Mornin' Chat" with Cheerio.
- 10:00 A. M.—Weather Forecast, River Stages and Official Police Bulletin.
- 11:00 A. M.—Market Reports.
- 11:55 A. M.—Weather Forecast and Correct Time.
- 12:05 P. M.—Religious Services conducted by Rev. George H. Kase.
- 1:30 P. M.—Business Reports.
- 3:00 P. M.—Market Reports.
- 4:30 P. M.—Official Police Bulletin.
- 6:50 P. M.—U. S. Market Reports. Weather Forecast and Baseball Scores.
- 7:00 P. M.—Dinner Concert from the Hotel Gibson Florentine Room, orchestra directed by Robert Visconti.
- 7:30 P. M.—Theatrical feature.
- 7:40 P. M.—Continuation of Hotel Gibson Concert.
- 8:00 P. M.—Crosley Salon Orchestra. Soloists: Margaret Onim, pianist Carol Singers

- 6. Finale: "Good Night Waltzes" Selected Extra—old time revue of the Crosley Burnt Corkers, comedians in a potpourri of wit and melodies of other days, featuring: The Crosley Musicome Male Quartet, assisted by Gaylord Anderson and Clarence Miller. Louis John Johnen, Interlocutor. (The Baldwin Piano)

WLW Program The Crosley Radio Corporation, Cincinnati, Ohio. 422.3 Meters—710 K. C. Wednesday, June 9th, 1926 Eastern Standard Time.

- 8:30 A. M.—"Top of the Mornin' Chat" with Cheerio.
- 10:00 A. M.—Weather Forecast, River Stages and Official Police Bulletin.
- 11:00 A. M.—Market Reports.
- 11:55 A. M.—Weather Forecast and Correct Time.
- 12:05 P. M.—Popular request by Irene Downing, recording artist, and Marjorie Hebestreit.
- 1:30 P. M.—Market Reports.
- 3:30 P. M.—Crosley Cooking Chats conducted by Mrs. Ralph H. Auch. "Hints on the Art of Cooking and Some of My Best Recipes."
- 4:00 P. M.—Shut-In Program, directed by William Dunning, co-operating with the Settlement School and other institutions assisted by the Cincinnati Exchange Club.
- 4:30 P. M.—Official Police Bulletin.
- 6:50 P. M.—Weather Forecast, Market Reports, and Baseball Scores.
- 7:00 P. M.—Dinner hour concert from the Hotel Gibson orchestra under the direction of Robert Visconti.
- 7:30 P. M.—Talk, "Organization of Rural Fire Departments," by H. H. Chittenden, of the Ohio State Farm Fire Prevention Ass'n., also baseball scores.
- 10:00 P. M.—Thoroughbred Entertainment sponsored by The Dayton Rubber Manufacturing Company. The Dayton Thoroughbred Trio: Verona Ziebler, violin Genevieve Mead, cello Ann Macdonald, piano and voice The Dayton Thoroughbred Male Quartet: 1st tenor, Frank Fritch 2nd tenor, D. W. Mikesell Baritone, A. W. Forsythe Bass, Royal P. Greene P. M.—"The Pink of Programs" with the Cincinnati Post Dance Orchestra and Entertainers. (The Baldwin Piano)

WLW Program The Crosley Radio Corporation, Cincinnati, Ohio. 422.3 Meters—710 K. C. Thursday, June 10th, 1926 Eastern Standard Time.

- 8:30 A. M.—"Top of the Mornin' Chat" with Cheerio.
- 10:00 A. M.—Weather Forecast, River Stages and Official Police Bulletin.
- 11:00 A. M.—Market Reports.
- 11:55 A. M.—Weather Forecast and Correct Time.
- 12:05 P. M.—Organ Concert by Mildred Prigge, pupil of Johanna Grosse.
- 12:30 P. M.—Health Talk by Dr. Carl A. Wilzbach, Executive Secretary of the Central Y. M. C. A.
- 1:30 P. M.—Market Reports.
- 2:00 P. M.—Ethical Study of the Modern Drama conducted by Rev. John Edwin Price, First Universalist Church, Home of the Broadwell Evening School.
- 3:00 P. M.—Market Reports.
- 4:00 P. M.—Piano recital by Adelaide Apfel.
- 4:30 P. M.—Official Police Bulletin.

- 6:15 P. M.—Norrie Gibbons and Priscilla Holbrook.
- 6:50 P. M.—Weather Forecast and Market Reports.
- 7:00 P. M.—Dinner concert from the Hotel Gibson; orchestra under the direction of Robert Visconti.
- 7:30 P. M.—"The Eyes Have It," by Dr. C. H. Kauffman.
- 7:40 P. M.—Continuation of Hotel Gibson Program.
- 10:00 P. M.—Three minute message from the U. S. Civil Service Department.
- 10:03 P. M.—Popular Concert by the Doherty Melody Boys (furnished by the French Bros. Bauer Co.) Frank Pendergast, piano and director; L. J. Doherty, banjo, entertainer and Manager; Chuck Flanagan, saxophone; Frank Bratt, saxophone; Ridge Bludau, trumpet; Roy Goodlander, trombone; Doc Fry, bass and tuba; Vincent Reubenbauer, drums and effects.
- 11:00 P. M.—Katz's Orchestra from the Calico Cat.
- 11:30 P. M.—Henry Theis and his orchestra from Castle Farm.
- 12:15 A. M.—Night Howls by the Crosley Sky Terriers. Dedicated to Crosley Distributors in the state of Wyoming. (The Crosley Pups in Midnight Frolics with Kay Nyc, Bill Tin Kan and Chief Barker, with intervals of dance music from Castle Farm and the "Calico Cat"). (The Baldwin Piano)

WLW Program The Crosley Radio Corporation, Cincinnati, Ohio. 422.3 Meters—710 K. C. Friday, June 11th, 1926 Eastern Standard Time.

- 8:30 A. M.—"Top of the Mornin' Chat" with Cheerio.
- 10:00 A. M.—Weather Forecast, River Stages, and Official Police Bulletin.
- 11:00 A. M.—Market Reports.
- 11:55 A. M.—Weather Forecast and Correct Time.
- 12:10 P. M.—Noonday Concert from the Hotel Gibson; orchestra under the direction of Robert Visconti.
- 1:30 P. M.—Market Reports. (The Baldwin Piano)

WLW Program The Crosley Radio Corporation, Cincinnati, Ohio. 422.3 Meters—710 K. C. Saturday, June 12th, 1926 Eastern Standard Time.

- 10:00 A. M.—Weather Forecast, River Stages, and Official Police Bulletin.
- 11:55 A. M.—Weather Forecast and Correct Time.
- 1:30 P. M.—Business Reports and Stock Quotations.
- 6:50 P. M.—U. S. Market Reports. Weather Forecast, and Baseball Scores.
- 7:00 P. M.—Popular Organ concert by Johanna Grosse, the Crosley Organ Request Lady.
- 7:30 P. M.—Meeting of the Secretary Hawkins Radio Club.
- 8:00 P. M.—Program of Polyphonic Music by Mt. St. Mary's Seminary Choir under the direction of John J. Fehring.
- 8:45 P. M.—Katz and his Kittens at the Calico Cat.
- 9:30 P. M.—Henry Theis and his orchestra from Castle Farm. (The Baldwin Piano)

An ordinary lead pencil with an eraser at one end makes an excellent vernier. By placing the end of the rubber to the panel so that its edge just touches the dial, and turning the pencil, you will slowly turn the dial.

Crosley Radio Weekly

Published by The Crosley Radio Corporation, Manufacturers of Radio Apparatus Colerain and Sassafras Streets, Cincinnati, Ohio.

Telephone: Kirby 3200

Robert F. Stayman Editor

Alvin Plough Associate Editor

Crosley manufactures radio receiving sets which are licensed under Armstrong U. S. Patent No. 1,113,149 and under patent applications of the Radio Frequency Laboratories, Inc.

SUMMER RADIO

"Summer is either an alibi or a pleasant climate in which to work." This slogan is featured in a broadside mailed recently to Crosley dealers—a broadside in which announcement was made of the new Musiconole and the four tube 4-29 Portable receiver.

Every Crosley dealer can well afford to pause a moment and consider the meaning of this slogan. "Summer is either an alibi or a pleasant climate in which to work." To certain merchants—and we are glad that there are comparatively few in this class—Summer is an alibi. So much nonsense has been heard about the "off season," the "Summer slump," etc., that some dealers have taken it for granted that they cannot sell radios and regard Summer merely as an alibi for their failure to sell receiving sets.

This so-called "Summer slump" is either imaginary or due to the lack of initiative on the part of the dealers. There need be no "off season" in the radio business. Radios can be sold every day in the year. This is not the assertion of one sitting in the office of a manufacturer, but is a statement based upon the actual accomplishments of those dealers who, we will admit, "step on the gas" just a little harder during the warm weather.

At this time of the year everyone is inclined to become "just a little lazy." We look out of the window and dream. When a customer comes in we wait on him and then return to our dreams, refusing to be disturbed by those who suggest that we get out and hustle. That is human nature. It is to be expected. But there is a cure for it. Take a day off—or perhaps a week. During that time do nothing but play. We all must play, even radio dealers. And when we have had all the playing we want, we return to the store, or office, and our desire to "dream" has vanished. We realize that comparatively few customers are coming into the store, and, feeling like the Yanks did in France, we decide to go out and fight. And when we start fighting,

A Fan's Letter and An Answer to One

To W.L.W.:

Tonight I rode with jolly load,
In your good old ship of "Mirth";
In humorous run-down streams of fun,
Where laughter has new birth.

It blew its horn as if to warn
The passenger who rides,
That jokes ahead may shock him dead
Unless he holds his sides.

The male quartette I'll not forget,
Although they were unseen;
Their voices ring as yet they sing
On memory's living screen.

Long may your boat o'er ripples float,
To scatter songs and mirth;
A little joke oft lifts the yoke
That holds our necks to earth.

William Henry Carrier,
108 Romine St.,
Urbana, Ill.

The Editor questioned the originality of the poem and received the following reply:

To The Crosley Radio Corporation:

Your letter, Mr. Crosley,
Is just received by me,
In which you raise a question
Of "originality."

I'm not the sort of poet,
To use another's mind;
I'm rather old and handsome,
Besides, entirely blind.

I am writing little poems,
For my notebook every day;
And now and then to please a friend
I send a card away.

If you can find another chap
Who writes the same as I,
You'll find his name and mine the same,
Or else he told a lie.

William Henry Carrier.

the money starts coming in. Our fight is against laziness. When we are victorious, we become prosperous.

Before long, we are realizing that after all Summer is a mighty pleasant climate in which to work. We enjoy calling upon the customers who formerly came to see us. And in doing this we learn that these customers are in need of new accessories or are planning to purchase a new style radio. We get out in the air; we meet people; we actually enjoy living—and at the same time we send our sales curve sky-high.

Truly, "Summer is either an alibi or a pleasant climate in which to work."

Popular Entertainers

The Thoroughbred Instrumental Trio and Thoroughbred Male Quartet oftentimes combine in songs and music heard through the Crosley WLW station in Cincinnati when the Dayton Rubber Manufacturing Company broadcasts its weekly programs on Wednesday evenings from ten until eleven o'clock.

NEW HOME FOR BROOKLYN JOBBERS OF CROSLY RADIOS

The Specialty Service Company, of 9 Hanson Place, Brooklyn, N. Y., has moved to 5775 Atlantic Ave. Mr. Loeb has had such a big demand for the new Crosley models that he was forced to move to larger quarters. Mr. Loeb's display room shows the Crosley line of receivers, and is a fine place for dealers to meet, and look over the popular Better Cost Less Line.

If you wish to BUY or SELL SECURITIES Or own some about which you DESIRE INFORMATION COMMUNICATE WITH US Our Statistical Department is At Your Service

WESTHEIMER & CO

Members of—
The New York Stock Exchange
The Cincinnati Stock Exchange
Telephone Main 867
326 Walnut Street

4 Tube Portable Radio

FOR

\$33.00



The Crosley four-tube 4-29 Portable is an absolutely self-contained receiving set with which its owner can "take his entertainment with him" wherever he goes. It is an ideal set to feature at this time of the year, when listeners are looking for radios that can be taken to camps, etc. The set itself is the same as the Crosley 4-29, which has become so tremendously popular since it was announced at Christmas time. It now is offered in a neatly designed portable cabinet in which there is ample room for the necessary batteries, head phones, etc. Dealers can install the batteries and tubes, so the purchaser can carry his set home, ready to attach the aerial and ground wires and tune in. Radio listeners will recognize remarkable value in the 4-29 Portable—a four tube, absolutely self-contained radio for the very low price of \$33.00.

CROSLY RADIOS

Crosley Again Hits Bull's Eye With New Units, Jobber Says

(Continued from Page 1.)

there is the new four tube 4-29 Portable, a radio with which the listener can "take his entertainment with him wherever he goes." With the advent of Summer there always is talk about portable radio sets, which are so valuable to the camper, the tourist, etc. Music makes camp life enjoyable—and there is no better music for such places than that coming from the great broadcasting stations throughout the country. This new Crosley Portable is an ideal one for the traveler. It is a four tube receiver installed in a neat, leatherette covered carrying case. There are separate compartments for batteries, head-phones, etc. It is comparatively small and very light, making a welcome addition to the baggage carried by the tourist or the camper.

Dealers can install all the batteries, tubes, etc., so the purchaser can carry his set away all prepared to attach the aerial and ground wires and tune in. By doing this he is certain to have his customer satisfied and incidentally eliminates the danger of a novice damaging his tubes by improper battery connection. Then, again, he sells the accessories that the set buyer might purchase from some other dealer.

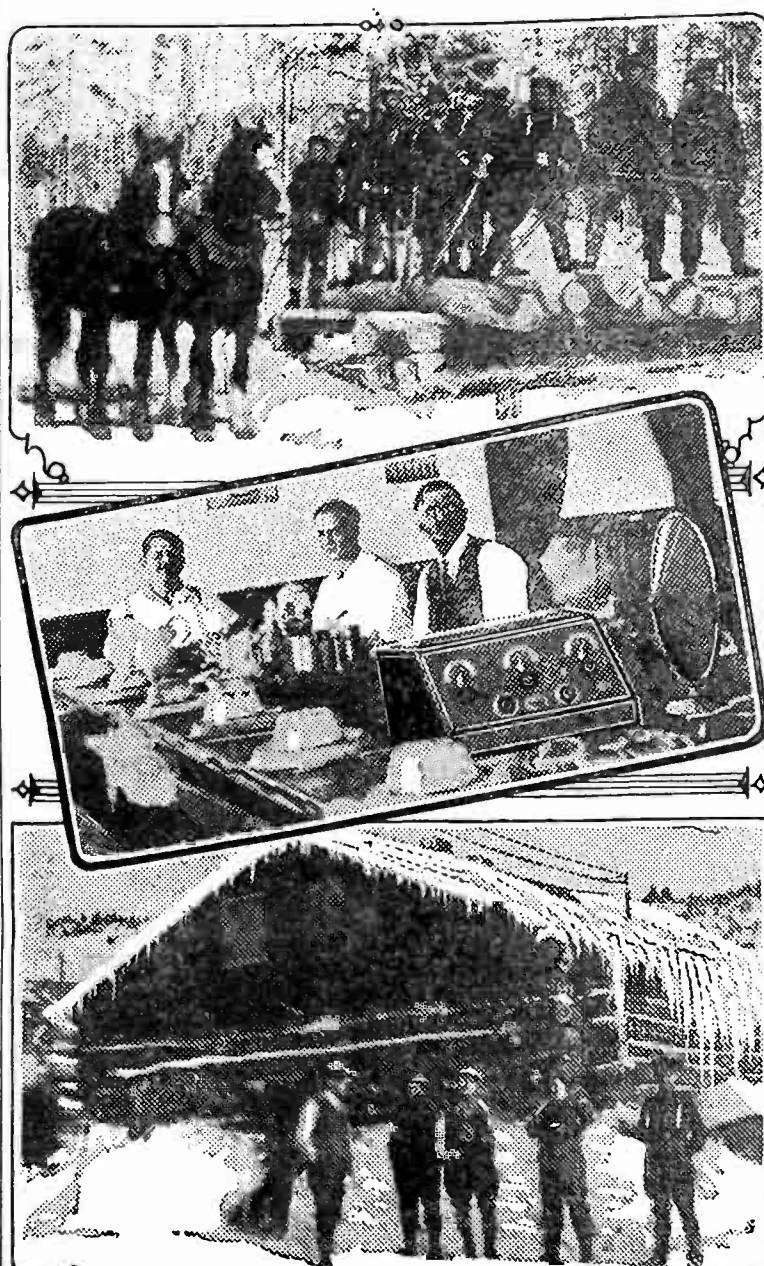
And so in the Musiconsole and 4-29 Portable. Crosley dealers are offered two units that can be merchandised very profitably during the Summer. We suggest that every dealer carries in stock a reasonable number of both. It is impossible for us to estimate what this stock should be, because of the different trade conditions everywhere, but the individual dealer can judge the demand and order accordingly. Orders should be sent to the distributors immediately so you can have the new units on hand when the announcements in national advertising are read by the radio prospects.

In Europe more than 100 broadcasting stations are working on wave lengths between 200 and 600 meters, while others are projected.

THANKS FOR THEM KIND WORDS

"Editor, The Crosley Radio Weekly.
"Dear Sir:
"I want to congratulate you on your Crosley Radio Weekly. It beats everything I know when it comes to putting 'pep' into a man. I look forward now to this paper the same as I do my dinner.
"Very truly yours,
"G. J. Wilson."

RADIO REACHES LUMBER CAMP



The top view shows lumber jacks at work. Below it is the interior of a cookery camp with the Crosley receiver and musicone reproducer, while the bottom view is that of the exterior of the ice-covered living room and some of the workmen in a Blind River, Canada, lumber camp.

Radio is reaching the lumber jacks of Blind River, Ontario, Canada. It is also being heard in Africa and South America. There seems to be no limit to the distance radio broadcasting will travel. Letters from listeners testify to the reception.

Up in the lumber camps of Canada, where the loggers gather about their living room in the evenings after a hard day's toil with axe and saw, the receiving set makes it possible for them to follow the news and music of the world.

A speech recently broadcast by Senator Edwards through the Crosley WLW super-power station in Cincinnati, made a particular appeal to J. O'Grady, of the McEaden lumber concern of Blind River, Canada. The speech dealt with the problem of prohibition and applied

Crosley Radios Are Being Sold In Many Offices In Dallas

(Continued from Page 1.)

as broadcast by the Dallas station. When an especially interesting game is being played Mr. Wallis's office is filled with business men, who just "happen in" but who incidentally know where to go to get sport news "hot off the air."

"Top O' The Mornin' "

Cheerio is a new radio character making himself known through the Crosley WLW broadcasting station in Cincinnati. He has a daily "Top o' the Mornin'" talk which is especially directed to those confined in homes. His talks are inspirational in character and broadcast at eight-thirty in the morning. The identity of Cheerio will be kept a mystery.

Organist Returns

Petronella Trimbur, organist, is returning to the Crosley WLW station for a series of weekly programs to be broadcast at noon on Wednesdays.

Argentina and Brazil have organized radio trade associations.

THE JOHNSON ELECTRIC SUPPLY CO.
331 Main St. Cincinnati.
Wholesale Distributors
CROSLY AND AMRAD RADIOS
Write Us for Dealer Proposition

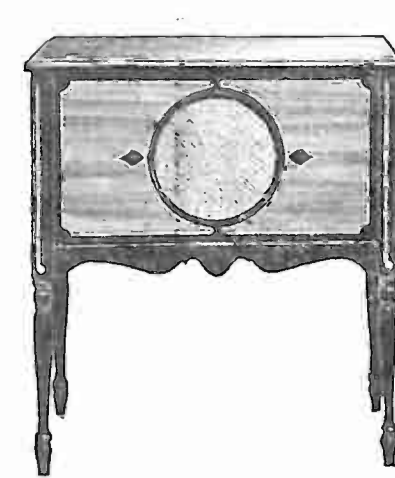
TUNE IN!

We broadcast daily at 11:00 a. m. and 1:30 p. m.

Financial News
Market Reports.
Government Bond
Quotations
Call Money Rates
Foreign Exchange, Grain and Live Stock
Quotations.

THE FIFTH THIRD NATIONAL BANK - CINCINNATI

CATALOG AND NEWSPAPER CUTS OF CROSLY MUSICONSOLE AND 4-29 PORTABLE



No. 651



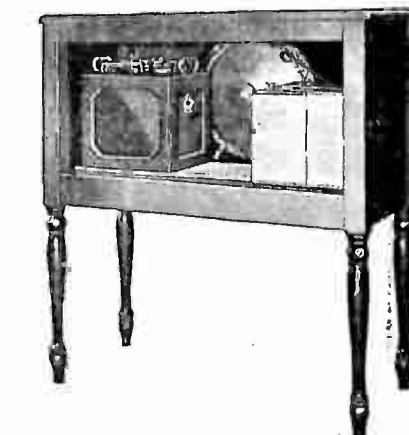
No. 652



No. 653



No. 654



No. 655



No. 656



No. 657



No. 658

ORDER BY NUMBER

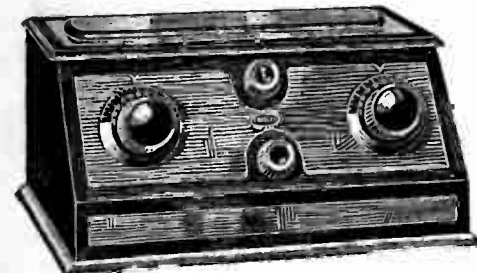
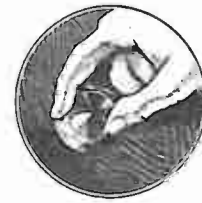
Cuts of the Crosley Musiconsole and 4-29 Portable, shown on this page, are for use, by you, in the preparation of circulars, catalogs, newspaper advertisements, etc. The half-tones are for use in the printing of circulars, catalogs, etc., in which a better class of paper is used. The line cuts are for newspaper advertising. Ask your printer which he prefers for the work he is to do for you. Then order the cuts by number. Send your order to the Advertising Department.

The Crosley Radio Corporation, Cincinnati, Ohio.

The CRESCENDON



in the Crosley four tube 4-29 and the Crosley five tube 5-38, enables these two highly efficient radios to give almost unbelievable results and has lifted them away and beyond all competition. It is an exclusive Crosley device for increasing the weak signals of distant stations to full volume tones without distortion. Yet with these sets, loud nearby stations can always be softened practically to whispers.



CROSLY
4 TUBE
4-29

\$29.00

Without
Accessories

Demand for this four tube radio has been far greater than had been expected. It has proved to be the fastest selling four tube set on the market this spring. In addition to the excellent qualities of an ordinary four tube radio, it has the Crescendon, which is equivalent to one or more additional tubes of tuned radio frequency amplification.



CROSLY
5 TUBE
5-38

\$38.00

Without
Accessories

All the volume, selectivity, sensitivity and purity of tone available in the best five tube sets on the market—plus the Crescendon. That is what customers are finding in the Crosley 5-38. Because of its excellent qualities and its very low price, this radio has been in great demand everywhere. Truly a remarkable radio at a remarkable price.

Crosley manufactures Radio Receiving Sets which are licensed under Armstrong U. S. Patent No. 1,113,149 and under patent applications of the Radio Frequency Laboratories, Inc.

CROSLY RADIOS

BETTER • COST LESS

New Qualities In Radio

The Crosley four tube 4-29 consists of one stage of tuned radio-frequency amplification, Crescendon control detector and two stages of audio-frequency amplification. Ample volume to operate a loud speaker is provided, even when stations at very great distance are being received. The Crosley Crescendon permits perfect control of volume and builds up signals that are inaudible on other tuned radio-frequency sets, to such an extent that they fill an entire room. Volume of local stations can be cut to almost a whisper without destroying the quality, or can be built up to practically full volume of the original rendition in distant studios. Many entirely new qualities in radio are found in this popular four tube radio.

Fast-Selling Receiver

The Crosley 5-38 is a five tube radio receiver, consisting of two stages of tuned radio-frequency amplification, detector, with Crescendon control of the second radio-frequency stage, plus two stages of audio-frequency amplification. In volume, selectivity, sensitivity and tonal qualities the 5-38 really is a wonder. Stations from coast to coast are heard by owners. One of the chief features of the 5-38, which makes it far better than any other ordinary five tube tuned radio-frequency set, is the Crescendon, which provides satisfactory volume control and permits very weak signals to be built up to such an extent that they fill an entire room.

Installing the Aerial.
(Continued from Last Week)

When the assistant indicates that everything is O. K., draw up two chairs in front of the receiver—we'll say an R. F. L.—and invite Mr. Prospect to sit down and "see what's doing." Tact and firmness are often required at this juncture, otherwise the situation is apt to get somewhat out of hand with various members of the family, each demanding different stations. Here's where a good assistant comes in, for he can engage the rest of the family in conversation of a general nature while Mr. Prospect goes through the initial stages of instruction.

Having Mr. Prospect sitting comfortably by your side you now go through the process of tuning, explaining each action step by step. When the final adjustments have been made tell Mr. Prospect to get piece of paper and a pencil and mark down the dial readings, explaining that this station should come in on these same readings each time it is on the air.

After the family has had a few minutes' entertainment, move the dials to zero, and request Mr. Prospect to tune in himself. Assist him as seems advisable, again explaining each action carefully. Repeat this performance with various stations, taking care that Mr. Prospect logs the dial settings of each station as he finally masters it.



If other members of the family show signs of restlessness, endeavor to induce Mrs. Prospect to tune in and enthuse her over radio possibilities once the machine has been thoroughly mastered. Indeed it is good business to gain interest in this direction at an early point in the interview. It is the business of the assistant to get everyone over to his point of view while you are working with Mr. Prospect.

Having spent an hour or so with Mr. Prospect in the manner outlined and satisfied yourself that he has an intelligent grip of the equipment, it is advisable to push in the switch and have a real heart-to-heart selling talk. Explain that

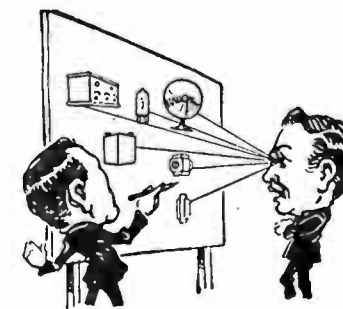
each set has its own individuality as in the case of a horse and that the more familiar he is with it the more he will get out of it. Explain that with a Crosley radio of this type he will get anything that's on the air capable of being reproduced. Point out the economy of this equipment, both from the point of view of tube renewals and battery consumption. Talk convincingly of Crosley unequalled values and work right up to the closing point. A number of local testimonials or references are usually helpful at this juncture. A favorable decision is often obtained by explaining that deliveries are difficult and the demand high.

Closing the Sale.

Closing the sale is getting the prospect's decision to buy. How successful you are as a "closer" depends upon:

- (1) Your knowledge of each Crosley Radio.
- (2) Your knowledge of human nature.
- (3) Your enthusiasm for the entertainment, pleasure, happiness, fascination, thrill and wonders of Radio.
- (4) Your aggressiveness, combined with tact.
- (5) Your thoroughness in treating the desire to own a good radio receiving set in preparing for and handling the demonstration, in convincing him that this is the set that best fits his wishes and purse.

The way to close a sale is learned from constant study, experience and the effective use of good closing points.



In closing the sale:

- (1) A pad of writing paper is handy. Talk with a pencil. The eye gets the story twenty times faster to the brain than the ear does.
- (2) Assume you are going to get the order—in your manner, and in your talk.
- (3) Prove all your claims. Let your statements contain facts only.
- (4) Make every objection the prospect raises a reason for him to buy.

Crosley Sales and Service Manual

HINTS FOR RETAIL RADIO SALESMEN

(5) Convince him of the value you are delivering.

COMMON QUESTIONS AND OBJECTIONS—AND THE ANSWERS

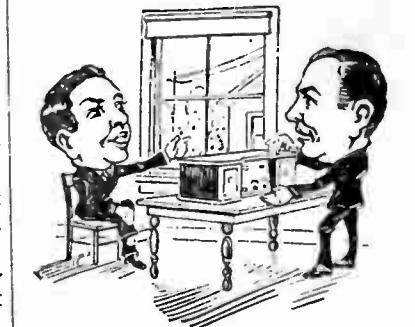
Prospect: "What range has this model?"

Salesman: "Mr. Prospect, 'range' in radio is purely relative. It depends on several factors:—

- "1. Power of the broadcasting station.
- "2. Height and length of your antenna.
- "3. Whether or not receiving conditions are good in this locality.
- "4. Time of the day or night and conditions of the atmosphere.
- "5. The efficiency of your set.

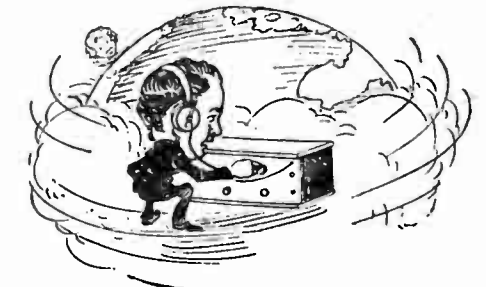
"Many of these factors are outside your control or mine. I want to assure you of this point, however, if the broadcast waves reach your antenna with any appreciable strength this equipment will most certainly reproduce them."

far you get with it the more you'll get out of it. You probably know, or know of, Br. _____, of _____, Well he bought a similar set to this only a few weeks ago, and see what he's already done." (Here produce your Radio Report Book or testimonials in some other form.)



Handling Competition

In handling competition remember that the tendency of the cus-



Note:—Discussions of this nature are apt to draw out into lengthy haggles unless properly handled. Remember you are in command of the situation, so dispose of this subject quickly, but in a convincing manner. Use your Radio Report Book to demonstrate what has been done in your territory, but don't over-sell your proposition by guaranteeing Honolulu every night; otherwise you are storing up dissatisfaction and trouble for the future.

Future Results

Prospect: "What you've shown me is all very fine, but then you're an expert. What assurance have I that I will be able to get the same results when you're gone?"

Salesman: "Mr. Prospect, what you say is very flattering to me, but not so to this equipment. Remember that no two sets are quite alike on account of difference in antenna and location. If I were to spend a week or so on this set up of yours I know very well that I could get you infinitely better results than those we had tonight. No, Mr. Prospect, each set has its own individuality; the more famil-

tomers are apt to be sceptical of your judgment. The thought lingers in his mind that you are trying to knock the other fellow's proposition. It pays to tell the merits of competitive equipment fairly. That means you must know it as well as your own. Never knock the other fellow's proposition—simply stress the superiority of your own.

Prospect: "In what respect is this equipment superior to a _____ set?"

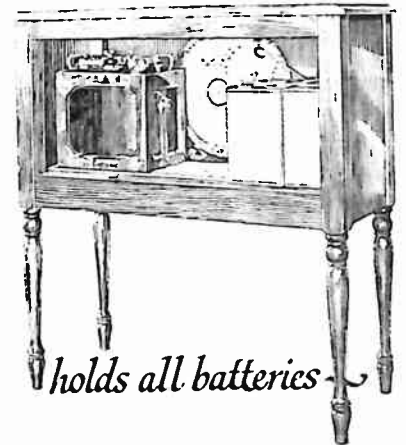
Salesman: "Mr. Prospect, you've evidently been studying the radio market, for you've made a good selection. If you purchase a _____ you'll not be dissatisfied with your choice, for it's a mighty good set. Now you ask me in what respect this equipment is superior and I'm compelled to make comparison—which I hate doing. In the first place if my firm or I thought the equipment you mention were better value than Crosley, I assure you we'd be pushing it. We made a thorough study of the whole market for the highest values in each class." Make specific reference to fidelity or reproduction, volume, range, selectivity, reliability, etc.

(To Be Continued)

The CROSLY MUSICONSOLE



The Nationally Popular Musicone
in a Two Tone Mahogany Finish
Console Cabinet



holds all batteries

THIS beautiful console table with built-in Musicone will absorb the finest loudspeaker radio has ever produced and become a decorative motif in the furnishing of your home.

No more need ugly wires, batteries and awkward horn mar the charm and beauty of a well furnished room. No longer must the radio offend the eye in its attempt to please the ear.

The Crosley Musicone, so cleverly incorporated in the design of this console, proves its superiority in the loud speaker field, both by the tremendous quantity sold—the thousands of loud speakers it is replacing and the preference shown by individuals the country over when questioned.

The MUSICONSOLE holds all batteries—wet and dry. The Musicone suspended inside behind the silken screen of the outside design is securely hidden—protected and yet loses not one iota of its golden tones. The MUSICONSOLE is solidly constructed—a beautiful job of cabinet work—exquisitely finished—in two tones.

ANNOUNCEMENT of the Musicone has been followed by an avalanche of congratulatory telegrams and letters from jobbers and dealers. "You certainly hit the bull's eye again," wires one distributor. "The Musicone is great. It will be sold in large numbers all Summer," writes another. "It's just what the radio market needed," writes a western dealer.

This beautiful console cabinet, with its built-in Musicone, and with its compartment for batteries, is certain to increase Summer sales. It will be purchased by every radio listener who is particular about the appearance of his receiver and about the efficiency of his loud speaker. There is a large and immediate market for the Musicone. Dealers who concentrate their sales efforts on it will prosper all Summer.

Wire or write at once to your distributor, ordering a reasonable number of Musiconsoles. Let your customers know about them, through the use of newspaper advertisements or circulars. Electrotypes of newspaper advertisements will be ready within a few days. Circulars also soon will be ready for distribution.

Place the Musicone in a prominent position in your store. You will be surprised at the number you can sell.

INTO the MUSICONSOLE has been built what has been termed the "greatest 1925 development in radio"—the CROSLY MUSICONE.

This loud speaker has replaced thousands of old type speakers in the last 12 months. A recent survey among radio dealers, made by outside interests searching for general radio information, disclosed the following:

40 per cent said the MUSICONE was the best seller.

10 per cent said the _____ was the best seller.

9.5 per cent said the _____ was the best seller.

8. per cent said the _____ was the best seller.

As this question shows the trend toward Crosley Musicones so did a recent question to a large group of individuals as to whether they preferred the horn to the cone type speaker. 70 per cent said "cone."

With such acceptance and such a speaker to sell as the Crosley Musicone the way is clearly marked for ALL dealers.

Tones from the Musicone are exquisite. No note is too unusual to choke its perfect performance. Trick sounds—guttural bass to flute—like soprano amaze and delight the ear.

Two Toned
Mahogany
Finish
\$30

CROSLY RADIOS

BETTER • COST LESS

Musicone Incorporated In Beautiful Console Cabinet; New Four Tube Portable Radio Receiver Is Announced

Tremendous Market Is Ready For Crosley's \$33.00 Portable Set

Popular Crosley 4-29, Four-Tube Radio, is Incorporated in Absolutely Self-Contained Portable Cabinet.

A four-tube absolutely self-contained portable radio receiving set for \$33.00.

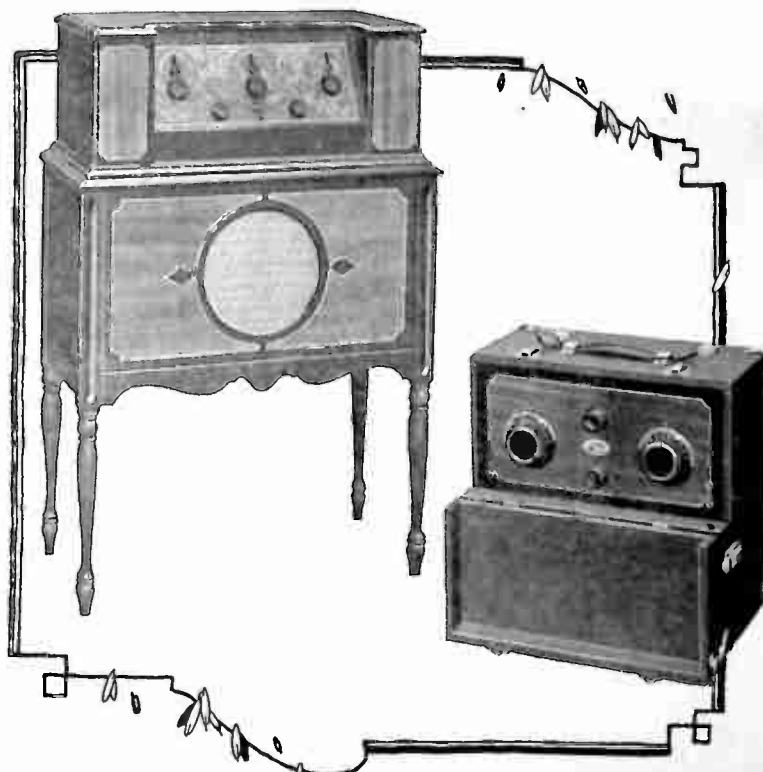
That is what The Crosley Radio Corporation is offering as a certain sales-builder for its thousands of dealers throughout the country. Because of the nation-wide popularity of the Crosley four-tube 4-29, thousands and thousands of which have been sold since it was announced at Christmas time, it was decided to incorporate the same circuit in a portable radio and to call the new receiver the Crosley 4-29 Portable.

The new set consists of one stage of tuned radio frequency amplification, Crescendon controlled detector and two stages of audio frequency amplification. This Crescendon permits perfect control of volume and builds up signals that are inaudible on other tuned radio frequency sets, to such an extent that they fill an entire room. It really is equivalent to one or more tubes of radio frequency amplification. The Crescendon is an exclusive Crosley device for increasing the weak signals of distant stations to full volume tones without distortion. Yet, with these sets loud, near-by stations can always be softened practically to a whisper.

It is known that at this time of the year there is a tremendous demand for portable radios. Such sets are valuable both to those who travel and to those who remain at home. Although designed primarily for the benefit of those who desire to "take their entertainment with them," the Crosley 4-29 Portable sets are certain to be purchased by those who want a receiver that can be carried easily from one room to another, to the porch or out on the lawn. Being absolutely self-contained, this change from one place to another can be accom-

(Continued on Page 3)

TWO BIG SUMMER SELLERS



Illustrated above are the Crosley Musiconsole mounted on which is a five tube R. F. L.-60 and the 4-29 Portable, both of which are to be rapid sellers during the coming months. The Musiconsole is a beautifully designed cabinet in which there is a built-in Musicone and in which there is room for radio batteries. The 4-29 Portable is a four tube radio incorporated in an absolutely self-contained portable cabinet.

Columbus Listener Wins Pedigreed Pup In Crosley One-Tube Radio Contest; Other Prizes Are Awarded to "Fans"

The winner of the last of the monthly prizes offered by Powel Crosley, Jr., for the best record of reception with a home or factory-built one-tube radio receiver has just been selected. The first prize is awarded to J. G. Fleming, 1242 Harrison avenue, Columbus, Ohio. He will receive a pedigreed Cairn Terrier from the Robinscroft Kennels, owned by Mrs. H. F. Price of Riverside, Connecticut. Cairn Terriers are the smallest of the Scottish Terriers and are probably the oldest terriers known. They weigh from 12 to 15 pounds. This famous breed was introduced into this

country by the owner of this kennel whose champion "Prometheus" is at its head.

Two hundred and two different broadcasting stations were logged by Mr. Fleming, not including the three in his own city. The greatest distance was KPO, San Francisco, 1,000 watts, and KGO, 4,000 watts, both about 2,200 miles. He heard the former station 5 times and the latter 18 times. The distant station most frequently heard was KFI, Los Angeles, about 2,100 miles, 51 times. The largest number of stations heard in one ever-

(Continued on Page 3)

Musiconsole Welcome Addition To Home Of All Radio Listeners

Artistic Cabinet, Which is Stand for Radio, Contains Room for Batteries and Has Built-In Musicone.

In designing the new \$30.00 Musiconsole, which is a Crosley Musicone built into a console cabinet in which there is room for all batteries required in the operation of a radio receiver, The Crosley Radio Corporation placed special stress upon the production of a unit of which the housewife would be proud.

For months designers have been working on a cabinet that would sell on sight to the person who demanded the very best in radio, and the result of their efforts is found in the Musiconsole which includes everything in art, beauty and charm that can be desired.

This Musiconsole is to be a great Summer seller. The operating unit—a regular Crosley Musicone—has been proclaimed by thousands to be the finest radio reproducer on the market. That alone would sell the Musiconsole, but in addition to this feature there is the attractive cabinet, so artistically designed, with its shelf for batteries.

Such a combination as the Musiconsole and the Crosley R. F. L.-75, illustrated on this page, will be welcomed everywhere. Even those who already own radios will purchase the Musiconsole, realizing it is the very thing they need to modernize their receiving set and to provide perfect loud-speaker service.

Every wide-awake Crosley dealer should order a reasonable number of these new units immediately. At least one should be on display in every radio store. These Musiconsoles are to be featured in national advertising, and it is certain that there will be an immediate demand for them everywhere.

Small circulars for dealer distribution are being prepared and will be ready for you very shortly.

(Continued on Page 3)

Crosley WLW Programs Week of May 30, 1926

WLW Program
The Crosley Radio Corporation,
Cincinnati, Ohio.
422.3 Meters—710 K. C.
Sunday, May 30th, 1926
Eastern Standard Time.

- 9:30 A. M.—Sunday School conducted by the Editorial Staff of Sunday School Publications of the Methodist Book Concern.
- 10:30 A. M.—Weather Forecast and River Stages.
- 10:45 A. M.—Morning Worship from the Seventh Presbyterian Church, Madison and Cleinview Aves.
Jesse Halsey, Minister
Dan Beddoe, Soloist
Adolph H. Stadermann, organist
Worship
Prelude—"Voluntary in D"
Doxology
Salutation
The Lord's Prayer
Gloria
Organ Interlude
Solo—"King Ever Glorious"
Mr. Beddoe
Children's Sermon
Hymn
Scripture Lesson
Pastoral Prayer
Chimes
Announcements
Offertory—"Chorus in C"
Walter De Vaux, accompanist
Solo—"Pour Out Thy Heart"
Mr. Beddoe
Prayer
Hymn
Sermon—"Memorials"
Hymn
Benediction
Gloria
Postlude
- 3:00 P. M.—Organ Recital by Herbert Newman, of the faculty of the Cincinnati College of Music.
- 7:30 P. M.—Services of the First Presbyterian Church of Walnut Hills; Dr. Frederick MacMillin, Minister.
- 8:30 P. M.—Concert furnished by The H. & S. Pogue Company; Orchestra directed by William J. Kopp.
Soloists:
Glover Davis, tenor
Wilbert Little, pianist
- 8:30 P. M.—Memorial Day Program.
1. March—"The Boys in Blue"
2. Overture—"Light Cavalry"
3. Pan-American
4. American Fantasia
5. Waltz—"Militaire"
6. Songs of Other Days...Lake Introducing: "Marching Thru Georgia," "Soldier's Farewell," "Mocking Bird," "The Old Oak- en Bucket," "Ben Bolt," "Old Black Joe," "When You and I Were Young," "Tramp, Tramp, Tramp," "Rocked in the Cradle of the Deep," "Sweet and Low," "Maryland, My Maryland," "Just Before the Battle Mother- er," "When Johnny Comes Marching Home."
7. Finale—"Songs of the Nation"

- Baseball Scores.
- 7:00 P. M.—Dinner Concert from the Hotel Gibson Florentine Room, orchestra directed by Robert Visconti.
- 7:30 P. M.—Theatrical feature.
- 7:40 P. M.—Continuation of Hotel Gibson Concert.
- 8:00 P. M.—THE CROSLY SALON ORCHESTRA (Ensemble of Strings and Reeds)
"Eve of June"
1. Introduction: Overture—"Morning, Noon and Night"
2. Morning Mood
3. A Drowsy Afternoon, Lemont
4. "The Trysting Place"
5. Love's First Kiss...Forestor
6. Selection: "You're in Love"
7. Rhythmic Paraphrase on "June"
8. Waltz: "A Summer Evening"
9. "The Proposal" from (Two Young Lovers)
10. The Wedding March
11. Everything's Gona Be All Right
Finale: "Melodies Are Memor- ies"
The Crosley Male Quartet:
Fenton Pugh, 1st tenor
Russell Dunham, 2nd tenor
Richard Fluke, 1st bass
Leland Sheehy, 2nd bass
Walter De Vaux, accompanist
- 10:00 P. M.—Dance Music from Cas- tie Farm by Henry Thels' Or- chestra.
(The Baldwin Piano)

WLW Program
The Crosley Radio Corporation,
Cincinnati, Ohio.
422.3 Meters—710 K. C.
Tuesday, June 1st, 1926
Eastern Standard Time.

- 8:30 A. M.—"Top o' the Mornin' Chat" with Cherro.
- 10:00 A. M.—Weather Forecast, Riv- er Stages, and Official Police Bulletin.
- 11:00 A. M.—Market Reports.
- 11:55 A. M.—Weather Forecast and Correct Time.
- 12:10 P. M.—Noon Concert from Ho- tel Gibson; orchestra directed by Robert Visconti.
- 3:00 P. M.—Market Reports.
- 4:00 P. M.—Sermon by Rev. Henry C. Koch of St. Paul's Evan- gelical Church, College Hill.
- 4:10 P. M.—French Lesson by Ma- dame Ida Telmids.
- 6:50 P. M.—Weather Forecast, Mar- ket Reports, and Baseball Scores.
- 7:00 P. M.—Talk "One Language," Hon. Judge David Davis.
- 7:10 P. M.—Talk on Aeronautics un- der the auspices of the U. S. Air Service, McCook Field, Dayton, Ohio, to be given from the plane and rebroadcast thru the WLW Station.
"Aerial Bombing" by H. B. Ingles, chief of the Armament Section of McCook Field.
- 7:30 P. M.—"Piano Memories" by the Crosley Piano Request Lady, Mary Louise Wosczek.
Largo (New World Symphony)
Music Box, Op. 69
Valse Serenade
Will O' the Whip
Marche Militaire
P. M.—Talk furnished by the Civic Pride Association of America, "A Screen Against Ugliness."
- 8:00 P. M.—"Opera in English," talk by Grace Gardner, with musical illustrations.
- 8:30 P. M.—A half-hour with the Harp and Flute by Grace Lan- ster and Wilma Deering.
- 9:00 P. M.—Concert by the Formica Symphony Orchestra, Wm. Stoess, director. (Sponsored by The Formica Insulation Co.)
Program of Characteristic Northern Melodies dedicated to

WLW Program
The Crosley Radio Corporation,
Cincinnati, Ohio.
422.3 Meters—710 K. C.
Monday, May 31st, 1926
Eastern Standard Time.

- 10:00 A. M.—Weather Forecast, Riv- er Stages, and Official Police Bulletin.
- 11:55 A. M.—Weather Forecast and Correct Time.
- 12:05 P. M.—Religious Services con- ducted by Rev. George H. Kase.
- 4:00 P. M.—Children's Hour.
- 4:30 P. M.—Official Police Bulletin.
- 6:50 P. M.—Weather Forecast and

- the North Pole Expeditions.
- 1. Overture: "Finlandia" Sibellus
- 2. Four Northern Dances Grieg
(a) Dance from Jolster
(b) National Dance
(c) Springtanse
(d) Humorous Dance
3. The Cincinnati Zither Play- ers
Ruth Hohe
Charles Hohe
(a) March: "Aurora Bor- ealis"
(b) Waltz: "Northern Lights"
(c) Alpine Echoes
4. Celtic Rhapsody Cyril Jenkins
5. The Return (Le Retour) Bizet
6. The Stars and Stripes For- ever Sousa
7. America.
(The Baldwin Piano)

WLW Program
The Crosley Radio Corporation,
Cincinnati, Ohio.
422.3 Meters—710 K. C.
Wednesday, June 2nd, 1926
Eastern Standard Time.

- 8:30 A. M.—"Top o' the Mornin' Chat" with Cherro.
- 10:00 A. M.—Weather Forecast, Riv- er Stages and Official Police Bulletin.
- 11:00 A. M.—Market Reports.
- 11:55 A. M.—Weather Forecast and Correct Time.
- 12:05 P. M.—Popular request by Irene Downing, recording artist, and Marjorie Hebestreit.
- 1:30 P. M.—Market Reports.
- 3:30 P. M.—Crosley Cooking Chats conducted by Mrs. Ralph H. Auch. "Hints on the Art of Cooking and Some of My Best Recipes."
- 4:00 P. M.—Shut-in Program, di- rected by William Duning, co- operating with the Settlement School and other institutions assisted by the Cincinnati Ex- change Club.
- 4:30 P. M.—Official Police Bulletin.
- 6:50 P. M.—Weather Forecast, Mar- ket Reports, and Baseball Scores.
- 7:00 P. M.—Dinner hour concert from the Hotel Gibson or- chestra under the direction of Robert Visconti.
- 7:30 P. M.—Educational talk by rep- resentative of the National Farm Radio Council.
- 7:40 P. M.—Continuation of Hotel Gibson Concert.
- 10:00 P. M.—Thorough Entertainment sponsored by The Dayton Rubber Manufacturing Com- pany.
The Dayton Thorough Trio
Verona Ziehrer, violin
Genevieve Mead, cello
Ann Macdonald, piano and voice
The Dayton Thoroughbred Male Quartet:
1st tenor, Frank Fritch
2nd tenor, D. W. Mikesell
Baritone, A. W. Forsythe
Bass, Royal P. Greene

WLW Program
The Crosley Radio Corporation,
Cincinnati, Ohio.
422.3 Meters—710 K. C.
Friday, June 4th, 1926
Eastern Standard Time.

- 8:30 A. M.—"Top o' the Mornin' Chats" with Cherro.
- 10:00 A. M.—Weather Forecast, Riv- er Stages, and Official Police Bulletin.
- 11:00 A. M.—Market Reports.
- 11:55 A. M.—Weather Forecast and Correct Time.
- 12:10 P. M.—Noonday Concert from the Hotel Gibson; orchestra un- der the direction of Robert Vis- conti.
- 1:30 P. M.—Market Reports.
(The Baldwin Piano)

WLW Program
The Crosley Radio Corporation,
Cincinnati, Ohio.
422.3 Meters—710 K. C.
Saturday, June 5th, 1926
Eastern Standard Time.

- 10:00 A. M.—Weather Forecast, Riv- er Stages, and Official Police Bulletin.
- 11:55 A. M.—Weather Forecast and Correct Time.
- 1:30 P. M.—Business Reports and Stock Quotations.
- 6:50 P. M.—U. S. Market Reports, Weather Forecast, and Baseball Scores.
- 7:00 P. M.—Popular Organ concert by Johanna Grosse, the Crosley Organ Request Lady.
- 7:30 P. M.—Meeting of the Secka- tary Hawkins Radio Club.
- 8:00 P. M.—Johanna Grosse.
- 8:30 P. M.—Second Act from Mirela- lary (Gounod), from Opera de- partment, College of Music of

- 12:30 P. M.—Health Talk by Dr. Carl A. Wilzbach, Executive Secre- tary of the Central Y. M. C. A.
- 1:30 P. M.—Market Reports.
- 2:00 P. M.—Ethical Study of the Modern Drama conducted by Rev. John Edwin Price, First Universalist Church, Home of the Broadwell Evening School.
- 3:00 P. M.—Market Reports.
- 4:00 P. M.—Piano recital by Adel- aide Apfel.
- 4:30 P. M.—Official Police Bulletin.
- 6:15 P. M.—Norris Gibbons and Priscilla Holbrook.
- 6:50 P. M.—Weather Forecast and Market Reports.
- 7:00 P. M.—Dinner concert from the Hotel Gibson; orchestra under the direction of Robert Vis- conti.
- 7:30 P. M.—"The Eyes Have It," by Dr. C. H. Kauffman.
- 7:40 P. M.—Continuation of Hotel Gibson Program.
- 10:00 P. M.—Three minute message from the U. S. Civil Service Department.
- 10:03 P. M.—Popular Concert by the Doherty Melody Boys (furnish- ed by the French Bros.-Lauer Co.) Frank Pendergast, piano and director; L. J. Doherty, banjo, entertainer and Man- ager; Chuck Flangan, saxo- phone; Frank Bratt, saxophone; Ridge Bludau, trumpet; Roy Goodlander, trombone; Doc Fry, bass and tuba; Vincent Reu- benbauer, drums and effects.
- 11:00 P. M.—Irene Downing with "Sentimental" Tommy Reyn- olds.
- 11:30 P. M.—Henry Thies and his or- chestra from Castle Farm.
- 12:15 A. M.—Night Ho wls by the Crosley Sky Terriers. Dedicated to Crosley Distributors in the New York State. (The Crosley Pups in Midnight Frolics with Kay Nye, Rin Tin Kan and Chief Barker, with intervals of dance music from Castle Farm.)
(The Baldwin Piano)

WLW Program
The Crosley Radio Corporation,
Cincinnati, Ohio.
422.3 Meters—710 K. C.
Wednesday, June 2nd, 1926
Eastern Standard Time.

- 8:30 A. M.—"Top o' the Mornin' Chat" with Cherro.
- 10:00 A. M.—Weather Forecast, Riv- er Stages and Official Police Bulletin.
- 11:00 A. M.—Market Reports.
- 11:55 A. M.—Weather Forecast and Correct Time.
- 12:05 P. M.—Popular request by Irene Downing, recording artist, and Marjorie Hebestreit.
- 1:30 P. M.—Market Reports.
- 3:30 P. M.—Crosley Cooking Chats conducted by Mrs. Ralph H. Auch. "Hints on the Art of Cooking and Some of My Best Recipes."
- 4:00 P. M.—Shut-in Program, di- rected by William Duning, co- operating with the Settlement School and other institutions assisted by the Cincinnati Ex- change Club.
- 4:30 P. M.—Official Police Bulletin.
- 6:50 P. M.—Weather Forecast, Mar- ket Reports, and Baseball Scores.
- 7:00 P. M.—Dinner hour concert from the Hotel Gibson or- chestra under the direction of Robert Visconti.
- 7:30 P. M.—Educational talk by rep- resentative of the National Farm Radio Council.
- 7:40 P. M.—Continuation of Hotel Gibson Concert.
- 10:00 P. M.—Thorough Entertainment sponsored by The Dayton Rubber Manufacturing Com- pany.
The Dayton Thorough Trio
Verona Ziehrer, violin
Genevieve Mead, cello
Ann Macdonald, piano and voice
The Dayton Thoroughbred Male Quartet:
1st tenor, Frank Fritch
2nd tenor, D. W. Mikesell
Baritone, A. W. Forsythe
Bass, Royal P. Greene

WLW Program
The Crosley Radio Corporation,
Cincinnati, Ohio.
422.3 Meters—710 K. C.
Friday, June 4th, 1926
Eastern Standard Time.

- 8:30 A. M.—"Top o' the Mornin' Chats" with Cherro.
- 10:00 A. M.—Weather Forecast, Riv- er Stages, and Official Police Bulletin.
- 11:00 A. M.—Market Reports.
- 11:55 A. M.—Weather Forecast and Correct Time.
- 12:10 P. M.—Noonday Concert from the Hotel Gibson; orchestra un- der the direction of Robert Vis- conti.
- 1:30 P. M.—Market Reports.
(The Baldwin Piano)

WLW Program
The Crosley Radio Corporation,
Cincinnati, Ohio.
422.3 Meters—710 K. C.
Saturday, June 5th, 1926
Eastern Standard Time.

- 10:00 A. M.—Weather Forecast, Riv- er Stages, and Official Police Bulletin.
- 11:55 A. M.—Weather Forecast and Correct Time.
- 1:30 P. M.—Business Reports and Stock Quotations.
- 6:50 P. M.—U. S. Market Reports, Weather Forecast, and Baseball Scores.
- 7:00 P. M.—Popular Organ concert by Johanna Grosse, the Crosley Organ Request Lady.
- 7:30 P. M.—Meeting of the Secka- tary Hawkins Radio Club.
- 8:00 P. M.—Johanna Grosse.
- 8:30 P. M.—Second Act from Mirela- lary (Gounod), from Opera de- partment, College of Music of

Crosley Radio Weekly

Published by The Crosley Radio Corporation, Manufacturers of Radio Apparatus
Colerain and Sassafras Streets,
Cincinnati, Ohio.
Telephone: Kirby 3200

Robert F. Stayman
Editor
Alvin Plough
Associate Editor

Crosley manufactures radio receiv- ing sets which are licensed under Armstrong U. S. Patent No. 1,113,149 and under patent applications of the Radio Frequency Laboratories, Inc.

RADIO IS STRENGTHENING SOLIDARITY OF NATION

Radio, the greatest means of mass communication known to man, rapidly is becoming a power- ful factor in strengthening the solidarity of the United States.

The newspapers, railroads, motor cars and good highways have serv- ed long and well in this respect. They have aided immeasurably in knitting the country into a strong entity. They have obliterated in great part the old sectional lines of the nation.

And now they have a most vigor- ous ally in the radio.

Its influence knows no geogra- phical limits. It reaches with equal facility the dwellers of the big cities, the obscure villages and the farms, and binds them together in a common interest through identi- cal entertaining and educational programs caught simultaneously by thousands of receiving sets.

An excellent illustration of this service—this drawing together of the units of our nation—is con- tained in a recent radio event.

More than 20,000 graduates of the Massachusetts Institute of Tech- nology, seated at banquet tables in 67 cities were guests at a "phan- tom" radio dinner. How many additional thousands of Massa- chusetts "Tech" alumni heard the program at their homes, of course, can only be estimated, but they are believed to have outnumbered greatly those who attended the banquets.

The broadcasting of the Presi- dent's message, of church serv- ices and many constructive pro- grams also illustrates the degree of national solidarity to be gained through this medium.

And as the radio gradually be- comes "standard equipment" in every home, its influence of course will become even more effective. And as it welds national solidar- ity so will it later weld world opinion.

A short wave message sent from the East came in stronger in Hono- lulu than it did in Denver.

Radio Is Exerting Beneficial Influence Upon Home Life Of American People; Parents Give Credit To The Broadcasters

Radio is one of the greatest at- tractions for keeping people at home that has ever been developed. It also answers that old question brought up in a popular song of a few years ago, "How're You Going to Keep 'Em Down on the Farm?" That radio is appreciated as a magnet for better home life, is borne out by the many letters which the studio department of the Crosley WLW broadcasting of Cin- cinnati receives from parents who tell of the difficulties of entertain- ing youths and misses before the advent of the receiving set.

A magazine recently published an article in which the author expresses the need for popular alarm at the ever-increasing per- centage of juvenile crime. Other articles appear frequently decrying the age of jazz—wondering what our children are coming to. Still other articles lay accusations at the feet of the older folks—saying that they are not so innocent themselves, and that it is no wonder children go wrong. Is this an age of dissipation, of evil-doing, or are these writers merely looking at things from the wrong perspective? Those who really believe that the world is worse today than it was yesterday agree that the cause is the breaking up of the American home. Too many outside amuse-

Tremendous Market Is Ready For Crosley's \$33.00 Portable Set

(Continued from Page 1.)

ly helps to prevent the customer from going somewhere else for ac- cessories. Again, in case there should be some minor difficulty in the receiver, the owner can very easily carry the entire radio to the dealer's store for the necessary service work, leaving it there in the morning and taking it back home in the evening.

At such a ridiculously low price, this four-tube radio is certain to meet immediate approval. We sug- gest that you send an order to your distributor at once for a reasonable number of these new portable sets.

Dealers can install all the neces- sary batteries, tubes, etc., so the purchaser can carry his radio home ready to attach the aerial and ground wires and tune in. This eliminates the danger of a novice burning out his tubes by incorrect battery attachments and incidental-

Musiconsole Welcome Addition To Home Of All Radio Listeners

(Continued from Page 1.)

These should be sent to every one of your customers. Community mailing lists are easily obtainable and it will be well worth the ex- pense to see that every person within a reasonable distance of your store receives one of these little circulars. We suggest that you send your order for these at once, because they will be distribut- ed in the order in which they are received.

Half-tone electrotypes for cata- log work and line cuts for news- paper advertising also are ready for distribution. We suggest that you carry a small advertisement in your local newspaper, featuring this Mu- siconsole, and assure you that you will be surprised at the interest that will be shown in this new unit, which absorbs all the unsightly radio equipment and at the same time provides the finest loud speak- er radio has ever produced.

Columbus Listener Wins Pedigreed Pup In 1 Tube Contest

(Continued from Page 1.)

ning (until 2:30 a. m.) was 77 on February sixth. On the night of January 29th, 15 stations were tun- ed in and call letters recorded in 15 minutes.

A complete log and time table ac- companied the entry and verifica- tion of the stations heard was also included.

The second prize, a Crosley Super-Triodyn receiver, was award- ed to Margaret Gredel, 915 Frank- lin street, Keokuk, Iowa. She tuned in her stations with a one-tube Crosley Pup receiver. Miss Gredel is convalescing from tuberculosis and her letter graphically describes the joy her receiver has brought her.

Third prize was awarded to Irwin C. Hinchey, 518 N. Jenlson street, Lansing, Michigan. It is a three- tube Crosley De Luxe Special re- ceiver. Many verification of recep- tion cards were attached to this entry. The winner heard from 151 different broadcasting stations that were scattered throughout 29 states, three provinces of Canada and one each in Cuba and Mexico.

One Language

Judge David Davis will broadcast a talk on "one Language" on Tues- day evening, June first, at seven o'clock. He will be heard through the Crosley WLW broadcasting sta- tion, Cincinnati.

DAILY PROGRAMS

(Continued from Page 2.)

- Cincinnati, under direction of Giocinto Gorno.
- Cast:
Mirella Lorine Bullerdick
Vincenzo Edw. Weckemeyer
Vincenzina Bertha Faszty
Raimondo Leland Sheehy
Ambrogio Milton Sacks
Mias Bend. Groban
Tavena Ann Kaufman
Accompanist—Charlotte Wilson.
Una Voce Poco Fa—Barber of Seville
Helen Doyle.
- 9:00 P. M.—Germantown, Ohio, pro- gram:
Charles E. West, violin & saw
John Swartzel, cornet
Veryl Zech, piano
- 9:30 P. M.—Dance Selections by Henry Thels' Castle Farmers.
(The Baldwin Piano)

The CROSLY MUSICONSOLE



Summer is either an alibi or a pleasant climate in which to work!



holds all batteries

THIS beautiful console table with built-in Musicone will absorb the finest loudspeaker radio has ever produced and become a decorative motif in the furnishing of your home.

No more need ugly wires, batteries and awkward horn mar the charm and beauty of a well furnished room. No longer must the radio offend the eye in its attempt to please the ear.

The Crosley Musicone, so cleverly incorporated in the design of this console, proves its superiority in the loud speaker field, both by the tremendous quantity sold—the thousands of loud speakers it is replacing and the preference shown by individuals the country over when questioned.

This is the first concealed loud speaker that has not sacrificed something to its disguise. Yet in the MUSICONSOLE it is part of the design—modest—retiring—but 100 per cent efficient.

The MUSICONSOLE holds all batteries—wet and dry. The Musicone suspended inside behind the silken screen of the outside design is securely hidden—protected and yet loses not one iota of its golden tones. The MUSCONSOLE is solidly constructed—a beautiful job of cabinet work—exquisitely finished—solid mahogany in two tones.

IS THE hot weather an alibi for you or a pleasant climate in which to work?

Figures show less than 5 per cent of the population go away vacationing. As many people stay home evenings during the summer as any other time of the year—and when they are home they listen to the radio—IF THEY HAVE ONE.

Remember back when radio gave the phonograph no competition. Wide awake dealers made money in the summer time selling talking machines.

Radio must be sold in the summer. People won't walk in and take them from you.

High power stations break through static. Country reception at noon in summer is often better than city reception in the evening.

Remember! Summer time is a season through which most competitors sleep.

Two Toned Mahogany Finish

\$30

INTO the MUSICONSOLE has been built what has been termed the "greatest 1925 development in radio"—the CROSLY MUSICONE.

This loud speaker has replaced thousands of old type speakers in the last 12 months. A recent survey among radio dealers, made by outside interests searching for general radio information, disclosed the following:

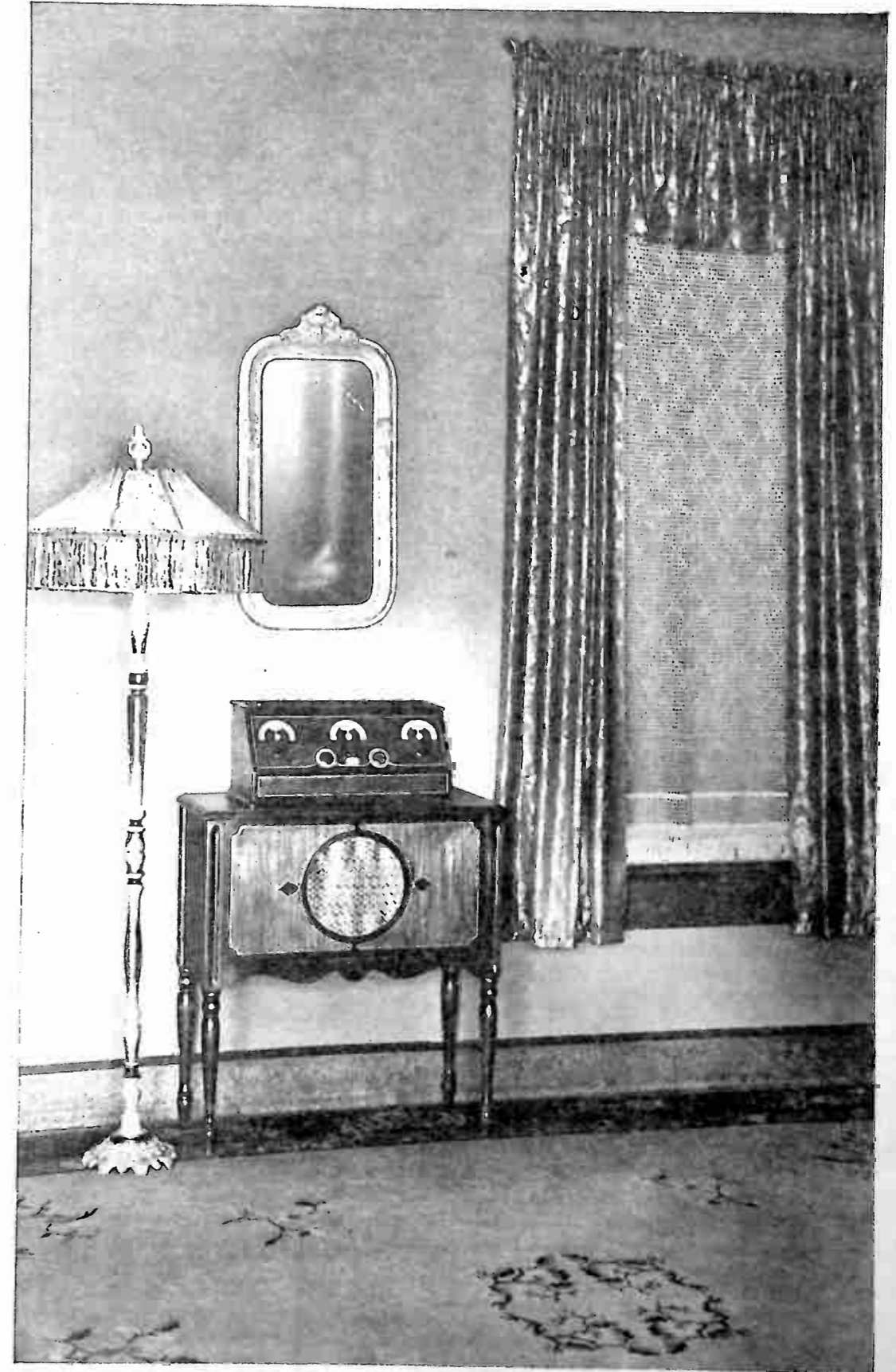
- 40 per cent said the MUSICONE was the best seller.
- 10 per cent said the _____ was the best seller.
- 9.5 per cent said the _____ was the best seller.
- 8. per cent said the _____ was the best seller.

As this question shows the trend toward Crosley Musicones so did a recent question to a large group of individuals as to whether they preferred the horn to the cone type speaker. 70 per cent said "cone."

With such acceptance and such a speaker to sell as the Crosley Musicone the way is clearly marked for ALL dealers.

Tones from the Musicone are exquisite. No note is too unusual to choke its perfect performance. Trick sounds—guttural bass to flute—like soprano amaze and delight the ear.

Crosley manufactures radio receiving sets which are licensed under Armstrong U. S. Patent No. 1,113,149, or under patent applications of Radio Frequency Laboratories, Inc.



CROSLY RADIOS

BETTER • COST LESS

Handsome Dividends Paid to Farmers By Radio Receivers

Many Making Money as Result of "Tips" Received from Broadcasting Stations.

Hundreds of farmers in the Middle West have testified to the fact that radio receiving sets have paid them handsome dividends on their investment and that they were entirely satisfied with the completeness of the radio information which enabled them to make money through a rapid knowledge of the conditions of the market.

Radio receivers are considered as much a part of modern farm equipment as are tractors, reapers and other mechanical apparatus. A survey was made a little while ago and it showed that there were still thousands of farms without receivers but indications pointed to an early acquisition of them. Not having the money to spend for radio has been the means of keeping many of the farmers from really saving money through the knowledge which they can obtain through information about the latest developments in crop production which experts broadcast.

The U. S. Department of Agriculture is interested in farmers owning radio receivers and sends prepared messages for broadcasting to several of the important high-power stations. Much time is given to broadcasting information to farmers by the Crosley WLW super-power station in Cincinnati and provides the facilities for the rapid spreading of the latest market reports as well as a forecast of the weather.

SETTING-UP EXERCISES TO BE RESUMED IN THE AUTUMN

The early morning setting-up exercises which are broadcast for the benefit of thousands of early risers in the Crosley WLW radio health class will end on June first. They have been a regular daily feature for the past two years with the exception of the summer months.

E. E. Schultz, physical director of the Cincinnati Y. M. C. A., who broadcasts the instruction for the class work at seven-thirty in the morning, has had many letters of appreciation for the work. These healthful exercises are a feature of the station and while many have asked that the work be continued throughout the summer, those in charge believe it best to discontinue them during the warm months.

Plans are being made for the exercises in the fall and they will

Here's The Proof



Next to radio, Powel Crosley, Jr., of Cincinnati, likes outdoor life best. He is an ardent disciple of Izaak Walton. He is planning another cruise aboard his motor yacht, Muroma. The fish shown above was caught in Florida waters.

be conducted upon a larger scale than ever before. Charts will be prepared so as to enable the members of the class to take up the work at any period and to be able to follow the instructor's commands to "one-two-three" the exercises. In addition to the charts there will be health menus broadcast so as to enable the radio class to follow the proper diet, so necessary to those interested in either reducing or putting on weight.

Many remarkable reports have been received from people who have been in the class. It has brought health and happiness to hundreds of devotees to the art of physical culture. One of the outstanding features of the letters which have been received is the testimony of the people who have lost weight and those who have put it on with exactly the same exercises.

Radio exercises have also been responsible for many fans getting up earlier in the morning than they would if there were nothing to attract them at the early hour at which they are broadcast.

Civic Pride

"A Screen Against Ugliness," will be the topic for the Crosley WLW radio audience on Tuesday evening, June first, at seven-fifty o'clock. The talk is one of a series under the auspices of the Civic Pride Association of America.

Radio is Providing Amusement During The Entire Year

Excellent Programs are Being Prepared for Those Who Tune In Station WLW This Summer.

Unlike other forms of indoor entertainment, such as orchestral concerts, operas, recitals and drama, the radio broadcasting will be available throughout the summer as well as winter.

A full schedule for broadcasting during the summer has been arranged by the studio staff of the Crosley WLW super-power broadcasting station in Cincinnati. The summer schedule is just as comprehensive as the winter one and the radio listeners may be assured of hearing the very finest music and best radio artists obtainable.

Cincinnati, long famous as the musical center of the United States, and the home of the famous Symphony bearing the name of the city, will supply most of the musicians for the orchestra and soloists to be heard through WLW.

Some indication of the musical features of the broadcasting schedule may be had from the following list. A little symphony orchestra directed by William J. Kopp, will be heard on Sunday evenings, while the Crosley Orchestra will play on Monday evenings. There will be a concert orchestra on Tuesday evenings, while Wednesday will usher in an instrumental trio and jazz band. A jazz band will be heard on Thursday evenings, while Saturday night is devoted to organ recitals and old-time fiddlers. Friday night is observed as "silent" in Cincinnati broadcasting.

Popular Radio Tenor

Glover Davis, one of the most popular radio soloists heard through the Crosley WLW station in Cincinnati, will give a short program for the radio audience on Sunday evening, May 30th, at about nine o'clock. He will have Wilbert Little as his accompanist.

If you wish to BUY or SELL SECURITIES Or own some about which you DESIRE INFORMATION COMMUNICATE WITH US Our Statistical Department is At Your Service

WESTHEIMER & CO

Members of— The New York Stock Exchange The Cincinnati Stock Exchange Telephone Main 867 326 Walnut Street

EVE OF JUNE PROGRAM

June lends itself to delightful melodies of music. William C. Stoess, director of the Crosley Salon Orchestra (an ensemble of strings and reeds) has arranged a program for the WLW radio audience for Monday evening, May 31st, the eve of June, and it will be broadcast at eight o'clock. A rhythmic paraphrase on "June", by Tschalkowski, will be one of the numbers while no June program is complete without the rendition of Mendessohn's old favorite, "The Wedding March." Whether it was in jest or not, the number to follow this is "Everything's Going to be All Right." The Crosley Male Quartet will provide the vocal numbers on this program.

Castle Farmers

Henry Theis' Castle Farmers are famous for their dance music. Of special interest is their rendition of the effects of a locomotive starting on its journey and then the dance music which is taken up as the mythical train gains speed. The selection is used to open their part of the Crosley WLW radio program from Castle Farm, where the music is picked up through a system of remote control. This dance orchestra is frequently heard late at night but on Saturday evening, June 5th, it will be provided for the WLW audience at nine-thirty o'clock.

THE JOHNSON ELECTRIC SUPPLY CO.

331 Main St. Cincinnati. Wholesale Distributors CROSLY RADIO Write Us for Dealer Proposition

TUNE IN!

We broadcast daily at 11:00 a. m. and 1:30 p. m.

Financial News

Market Reports.

Government Bond

Quotations

Call Money Rates

Foreign Exchange, Grain

and Live Stock

Quotations.

THE FIFTH THIRD NATIONAL BANK OF CINCINNATI

Crosley Sales and Service Manual

GETTING THE AERIAL INSTALLED

Here you are faced with two difficulties: (a) The prospect may feel this is a permanent installation—and therefore, obligatory. (b) There may be some objection to having a man clamber about the roof and make holes in the window frame, etc.

It is therefore necessary to be tactful on this subject. This is largely a matter of phrases.

Don't say: "We'll have a man come around tomorrow and install an aerial and put in the ground wire."

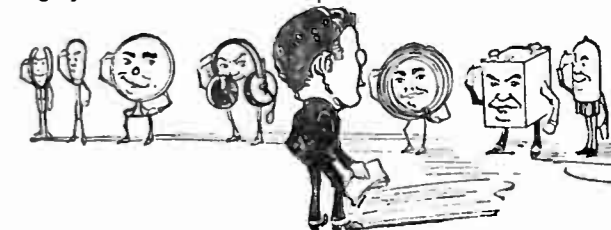
That sounds like an expensive long job. Use rather the phrase, "Our service man will drop around tomorrow with an aerial." Make it seem as though an aerial was a ready-made, ready-built affair and the man will bring it around, so to speak, in a parcel.

It is advisable to have a service man rather than a salesman do the actual installing of the aerial; because, if any fuss or complaint is made by the prospect's wife about the job later, the salesman has a chance of apologizing for having sent such a clumsy, thoughtless sort of person.

It is necessary, of course, to make arrangements for the installation of an aerial before the demonstration, and don't hesitate to do it. But treat it in your conversation as a simple, incidental detail.

ers have found it practical to demonstrate sets with an aerial consisting of a length of 100 feet or more of flexible cord, which they stretch through the rooms, and often upstairs into the upper hall, simply laying it along the floor. It is possible for a salesman to carry a set, containing all batteries properly connected, and an aerial of this type without difficulty, as shown in the accompanying illustration.

(1) See that the set is tested out thoroughly on actual reception. effort. It is, therefore, vital to stage it properly and handle it with



(2) See that the tubes are all the smoothness and quiet efficiency possible.

In our experience it is desirable for the salesman to have an assistant at the demonstration (a) to complete the installation, (b) to engage the rest of the family in conversation while the salesman is showing the prospect how to operate the set, etc.

Having arrived at the home of the prospect, the assistant quietly proceeds to assemble the equipment and get everything ready.

Meantime, the salesman engages the prospect (and frequently, the family) in conversation somewhat like this:

"Now, before we start listening in, I want you to appreciate an important fact: There are three things which govern radio reception.

"(1) You must have a good set. There are lots of good sets on the market. We believe that the Crosley is the best.

"(2) Next, you are governed by your location. I don't know whether you are well located here or not—we'll find out in a moment.

"(3) Some nights are better than others. There are occasional nights when long-distance reception is very difficult. Just as you cannot play golf on a wet day—so there are days (such as hot summer ones) when radio is not as good as at other times. Now, I don't know what kind of a night we'll have tonight, etc."

Remember—you are in command of the situation. Don't let the family throw you out of control. Carry on this kind of a talk persistently, patiently, quietly, in a masterly fashion. It prepares the



THE DEMONSTRATION Preparing for the Demonstration. Not once, but dozens of times, sales have fallen through because

suitable and have been changed around in the set until best results are obtained.

(3) Put at least one spare tube in your pocket.

(4) See that the right type of batteries have been selected. Test them.

(5) Make sure that the service man has installed the aerial properly.

(6) Take sufficient ground wire—with clip—in your kit.

(7) Have battery connecting wires all cut to sizes and stripped ready for immediate use (unless dry batteries are carried in the set, already connected). Carry some spare wire for emergencies.

(8) Take a head set.

(9) Don't forget the LOUD SPEAKER. Test it first.

(10) Put two spare Grid Leaks

the salesman went to the demonstration improperly prepared and insufficiently equipped.

A battery that is weak—lack of a screwdriver—unsuitable tubes—lack of connecting wire—a missing plug—these are small things, but many a sale has been lost through them.

Remember, some people still think that radio is an experiment, that it is involved in technicalities and that the slightest thing may throw everything out of gear.

Excuses and explanations will never recover the ground lost through the first bad impression. Therefore—MAKE IT AN INFAL-LIBLE RULE before going out on a demonstration to do ELEVEN things.

For example: "Very well, Mr. Prospect, we'll bring the set along to your house at eight o'clock tomorrow night. I'll send a man around with the aerial in the morning. Perhaps you'll tell Mrs. Prospect that he's bringing it."

In other words, don't ask a lot of questions about the practicability of putting up an aerial. Simply make the arrangements for a man to go to the house. Then leave it to your man to proceed in quiet, business-like fashion to put up the aerial in as intelligent a way as he can go about it. Be sure the aerial is a workman-like job and presents a neat appearance.

In many localities Crosley deal-



of different values in your pocket. (11) Pliers and screwdriver are essential.

THE DEMONSTRATION

How to Make It. This is the crux of your selling

mind of your prospect and family for later events, and in these moments of expectancy you can get in some effective work. Have some literature to hand out to continue the interest until the assistant has the set ready. (To be Continued)

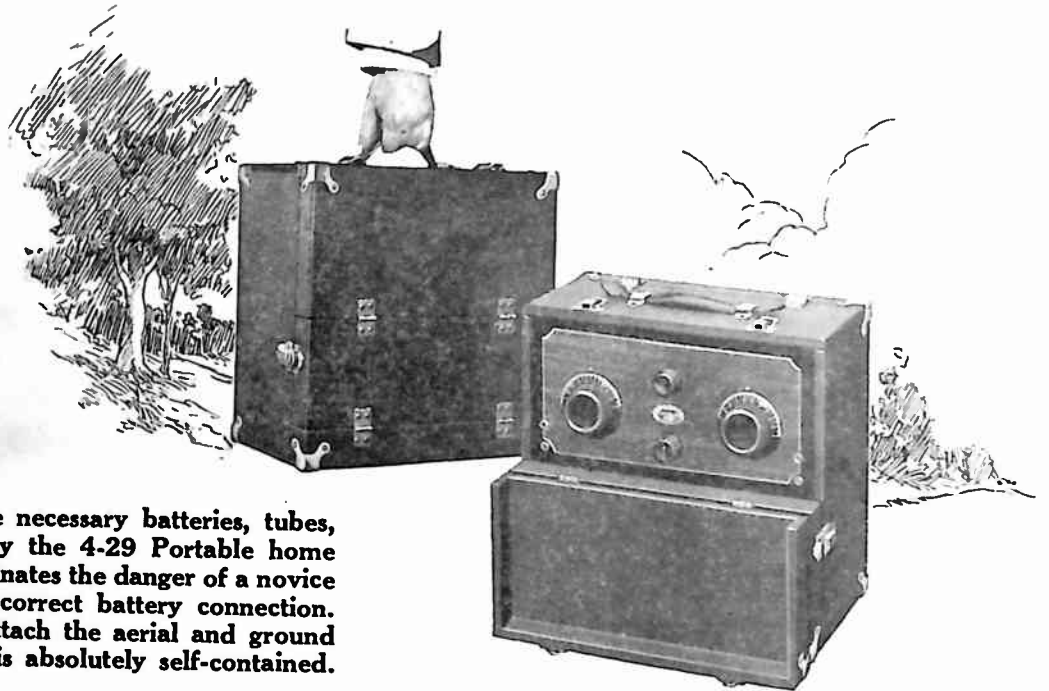
Announcing the NEW

~~CROSLEY~~

\$33. Portable 4-29 \$33

FOUR TUBE

Your Customers
Will
"Take Their
Entertainment
With Them"



Dealers can install all the necessary batteries, tubes, etc., so the customer can carry the 4-29 Portable home absolutely complete. This eliminates the danger of a novice damaging his tubes through incorrect battery connection. All the customer need do is attach the aerial and ground wires and tune in. The 4-29 is absolutely self-contained.

SINCE the announcement of the Crosley four-tube 4-29, the popularity of the set has grown by leaps and bounds. This four-tube receiver established an entirely new standard of value in the radio world. For the first time the public was able to buy a receiving set at such a remarkably low price.

Since its announcement, there has been an insistent demand on the part of jobbers, dealers and individuals for a Portable 4-29. Here it is. The same wonderful receiver that is now known so well as the 4-29, in a leatherette covered, portable case.

Unlike most portable receivers, the case of the 4-29 Portable has ample room for a real power plant of batteries instead of a limited space for flashlight batteries, which have a very short life, even on dry cell tubes.

Although the Crosley 4-29 Portable is so arranged that you can readily "take your entertainment with you" wherever you go, the style of the case and the whole assembly is so attractive that thousands of these receivers will be used in the homes primarily, with the idea that when de-

sired they can be carried along wherever you go.

Thus, of course, the Crosley 4-29 Portable will appeal to those people who are traveling extensively, or who travel occasionally. The traveling salesman will take the Crosley 4-29 Portable with him to while away the evening hours when there is nothing else to do. He can drop a wire out of his hotel window, attach another wire to the radiator, and bring in stations within a reasonable range, and enjoy all of the pleasures of radio wherever he goes. The same is true of the camper and the automobile tourist.

The Crosley 4-29 Portable is so light and convenient, and can be used so efficiently on a small antenna, that it is recommended for canoes, motor boats, yachts and for travelers on ocean voyages and on board trains.

Of course, if a radio receiver is desired for use at one place, the Crosley 4-29 Portable will give, in the way of service, everything that can be obtained from the 4-29 Regular, but this new portable receiver adds the portability feature to the advantages of the standard 4-29, which was designed primarily for use in one place.

Crosley manufactures Radio Receiving Sets which are licensed under Armstrong U. S. Patent No. 1,113,149 and under patent applications of the Radio Frequency Laboratories, Inc.

CROSLEY RADIOS

BETTER • COST LESS